

## Tobacco Imagery in Entertainment Media: Evolution of Tobacco-Free Movies and Television Programs Rules in India

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#### Online Supplement File: Tables S1 and S2

Table S1: Timeline of the development and implementation of the film rules in India									
Year	NGOs	MoHFW	MoIB	Parliament Questions [Favorable (F), Neutral (N), Against (A)]	Film Industry opposing	Film Industry supporting	Litigation	Scientific evidence	Reports
2003	<p>HRIDAY meets President, Prime Minister and Health Minister in support of stronger COTPA regulations after its enactment.<sup>1,2</sup></p> <p>Cancer Patients Aid Association (CPAA) contributes to the WHO's report on Bollywood.<sup>3</sup></p>	<p>Enactment of COTPA.<sup>4</sup></p> <p>Health Minister Sushma Swaraj calls for support from all walks of life including media and film producers for COTPA to be effective.<sup>5</sup></p>	MoIB fails to respond to Parliamentary question on banning smoking scenes in films and did not reference COTPA at all. <sup>6</sup>	Ten questions (F=5, N=5) raised on smoking ban on movies, advertisement codes, ban on tobacco ads in TV and movies, violation of censorship provisions. Specific questions on WHO Bollywood report.	<p>Mahesh Bhatt on the WHO Report: "tobacco companies, not movie stars, were to blame."<sup>7</sup></p> <p>Screenwriter and director Sanjay Chhel say "Censorship should be handled properly. You can't ban smoking and drinking."<sup>3</sup></p>	<p>Several actors and filmmakers pledge their support to COTPA and a curb on tobacco use and promotion.<sup>5</sup></p> <p>Shashi Kapoor, Urmila Matondkar and Vivek Oberoi take part in MoHFW produced anti-tobacco advertisements.<sup>8</sup></p>	Madhya Pradesh High Court directed filmmakers and the Central Board of Film Certification (CBFC) to follow the guidelines laid under the Cinematograph Act which requires scenes that encourage, justify or glamorise consumption of tobacco or smoking are not shown. <sup>9</sup>	Indian films strongly influence teenage perceptions and smoking behaviours. <sup>3</sup>	WHO Report on Indian Cinema: <i>Bollywood</i> : <i>Victim or Ally?</i> highlights the relationship between tobacco and the Indian film industry, and the effects of onscreen smoking on youth. <sup>3</sup>
2004	Public health advocates at Asia Pacific Conference on Tobacco or Health in Kyongju, Korea call for an end to all forms of direct and indirect advertising of tobacco. <sup>10</sup>	<p>Issues rules for implementation of COTPA including ban on direct and indirect advertising of tobacco products in film and TV.<sup>11</sup></p> <p>Health Minister Ramadoss vows to strictly enforce COTPA provisions.<sup>12</sup></p>		Five questions (F=1, N=3, A=1) including on censorship of films and advertisement through media.				Media images, including satellite TV and films give impression to Indian students that three-quarters of male and female youth in the West smoked. <sup>13</sup>	MoHFW Tobacco Control India Report highlights display of tobacco brands in movies. <sup>2</sup>
2005	NGOs sends open letters to MoHFW, MoIB and CBFC calling on them to ban tobacco imagery in movies and calling out actors and movies with tobacco imagery. <sup>14,15</sup>	<p>Issues notification imposing complete ban on tobacco imagery in movies on 31 May 2005.<sup>20</sup></p> <p>Addressing the concerns raised by</p>	<p>Supports filmmakers' challenge to the MoHFW regulations in Delhi High Court.<sup>22</sup></p> <p>Requests MoHFW look into implementation</p>	Thirteen questions (F=10, N=1, A=2) mostly on the ban on smoking scenes in films, advertising codes and ban on smoking in movies. Question on difference	Filmmaker Shekhar Kapur, who helmed the 1997 Oscar-nominated film <i>Elizabeth</i> , says "The Indian government has always thought themselves able to do whatever they feel is	<p>Vivek Oberoi forced by NGOs to return the award.<sup>29</sup></p> <p>Actor Salman Khan, during the actor doctor cricket match,</p>	Madras High Court directs CBFC to follow its guidelines while certifying films. <sup>30</sup>	Ban on tobacco use in films and television represents sound public health policy. <sup>19</sup>	

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	<p>Chairman of Consumer Coordination Council and HRIDAY applaud MoHFW's decision to ban tobacco imagery in movies.<sup>16</sup></p> <p>UCSF Prof Stanton Glantz conducts workshop in Mumbai to help NGOs take on smoking in Indian movies.<sup>17</sup></p> <p>CPAA in Mumbai organizes a cricket match between actors and doctors for a 'No Tobacco Campaign'.<sup>18</sup></p> <p>NGOs publish a two-page advertisement in Screen, one of India's leading entertainment newspapers supporting tobacco-free films in India.<sup>19</sup></p>	<p>MoIB, MoHFW modifies the rules in Nov 2005 to add a provision for creation of a steering committee to look into specific violations of the ban on direct and indirect advertising of tobacco products.<sup>21</sup></p>	<p>aspects of the notification in light of the reservations expressed by the film industry.<sup>23, 24</sup></p>	<p>between the MoHFW and MoIB and whether the MoHFW was under pressure to dilute regulations also raised.</p>	<p>necessary to curtail artistic freedoms."<sup>25</sup></p> <p>CBFC chairperson Sharmila Tagore calls the ban on tobacco imagery in movies "a decision taken in haste and very unaesthetic in taste."<sup>26</sup></p> <p>Actor Vivek Oberoi accepts the Red and White Bravery Award from Godfrey Phillips, Philip Morris's Indian affiliate.<sup>27</sup></p> <p>Mahesh Bhatt said "It is unblinking arrogance... It [the ban] is a dreadful recall of the Emergency*...."<sup>28</sup></p> <p>* Period from 25 June 1975 to 21 March 1977 when Prime Minister Indira Gandhi declared state of emergency in India that included suspension of civil liberties.</p>	<p>said, "Though it appears stylish and cool to smoke on the screen and glossy magazine it is uncool to do so."<sup>18</sup></p>	<p>M/s Kasturi and Sons, publisher of <i>The Hindu</i>, a major newspaper, and filmmaker Mahesh Bhatt, challenged the rule in courts. The cases are transferred to Delhi High Court for adjudication.<sup>22</sup></p>		
2006	<p>NOTE Goa sends a legal notice to actor Amitabh Bachchan as the poster of his movie <i>Family Ties of Blood</i> had his character shown with cigar.<sup>31</sup></p> <p>CPAA writes actor Shahrukh Khan asking him to come on TV and talk about adverse effects of smoking.<sup>32</sup></p> <p>HRIDAY starts monitoring depiction of tobacco use in Bollywood films.<sup>33</sup></p>	<p>MoHFW honoured with Luther Terry Award at the World Conference on Tobacco or Health.<sup>34, 35</sup></p> <p>In a compromise with MoIB, MoHFW allows tobacco imagery in new movies with editorial justification and 'A' certification.<sup>36</sup></p> <p>Constituted the Steering Committee and issued revised</p>	<p>States that the announcement of rules was premature and impossible to implement without destroying cinematic beauty and artistic control.<sup>38</sup></p> <p>Allows advertisement of brand extensions of tobacco products on all cable and satellite TV channels.<sup>39</sup></p> <p>MoIB Minister M.H. Ambareesh, opposes any limits on tobacco imagery in movies.<sup>40</sup></p>	<p>Seventeen questions (F=8, N=9) including on ban on smoking scene in movies, violation of program and advertising code by TV and media and misleading advertising.</p>		<p>Amitabh Bachchan issues an apology for appearing in posters of movie <i>Family Ties of Blood</i> with a cigar.<sup>41</sup></p>	<p>Due to ongoing matter in the Delhi High Court the date of implementation for the regulations keeps extending.<sup>42</sup></p>	<p>Tobacco use in movies increases significantly to 89% of all movies released in 2004 and 2005.<sup>43</sup></p> <p>76% of the movies containing tobacco depict either the male or the female lead consuming tobacco.<sup>43</sup></p> <p>96% of the people feel that banning tobacco will not affect the</p>	<p>WHO supported report <i>Tobacco in Movies and Impact on Youth</i>.<sup>43</sup></p>

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		rules with compromised terms in October 2006 <sup>36, 37</sup>						quality of the movies or their decision to watch them. <sup>43</sup>	
2007	<p>Indian Society Against Smoking and Asha Parivar organize workshop on smokefree movies with youth peer leaders. Youth appeal to moviegoers not to watch movie <i>Don</i> which has a smoking scene and organize a poster exhibition discussing adverse effects to tobacco use and smoking in movies in theatre waiting areas.<sup>44, 45</sup></p> <p>CPAA works with filmmakers and actors on movie <i>No Smoking</i> to inspire smokers to quit.<sup>46</sup></p> <p>NOTE Goa, sends Shah Rukh Khan a legal notice stating that he violated COTPA's bans on smoking in public places.<sup>47</sup></p>		<p>MoIB Minister says government's anti-smoking drive would be supported by ensuring checks on media content that might encourage smoking.<sup>48</sup></p> <p>MoIB unveils a draft Content Code under the proposed Broadcast Services Regulation Bill proposing A category for tobacco scene on TV.<sup>49, 50</sup></p>	Six questions (F=2, N=3, A=1) including on monitoring of TV content, misleading advertising and regulation of internet protocol TV.	<p>Broadcasting industry opposes the Broadcast Services Regulation Bill as an instrument of muzzling a free media and backs existing self-regulation.<sup>50</sup></p> <p>Shah Rukh Khan seen smoking live by millions of TV viewers during the <i>Hindustan Times</i> Summit in Delhi and a T20 cricket match in Mumbai.<sup>47, 51</sup></p> <p>Mr Khan threatens NGO with a defamation suit for sending him the legal notice.<sup>52, 53</sup></p>	<p>Actor Saif Ali Khan makes a new year's resolution to stop smoking.<sup>54</sup></p> <p>Actor Jackie Shroff give up smoking to portray the role of <i>Sai Baba</i>, and says government's decision to ban smoking scenes would act as a deterrent for directors.<sup>55</sup></p> <p>Director Anurag Kashyap and actors John Abraham and Milind Soman work in movie <i>No Smoking</i>.<sup>46</sup></p>	Delhi High Court withholds delivering judgement on the case after completing all hearings. <sup>56</sup>		
2008	<p>National and international experts express concern over the delay in implementing effective tobacco control measures in India.<sup>57</sup></p> <p>NGOs sends letters protesting Mr. Khan's statement about creative freedom.<sup>58</sup></p>	<p>Health Minister requests Bollywood and regional movie stars quit smoking on and off the screen.<sup>59</sup></p> <p>India hosts the 2<sup>nd</sup> meeting of the Working Group on elaboration of guidelines for implementation of the WHO FCTC Article 13.<sup>60</sup></p> <p>Health Minister informs parliament about strong evidence linking</p>	Withdraws exemption for surrogate advertising of tobacco brand extensions. <sup>64</sup>	Fifteen questions (F=7, N=4, A=4) including on demand for censoring TV, Health Minister's call to film personality to desist smoking in public, regulating content on TV and ban on surrogate advertising.	<p>Film industry refused to agree that smoking and drinking in movies provoked people to use such products in real life.<sup>65</sup></p> <p>Mr. Khan claimed that a huge amount of creative freedom should be allowed in cinema and arts.<sup>66</sup></p> <p>CBFC officer claims drop in smoking scenes in movies and supports self-regulation for actors' smoking on and off screen.<sup>67</sup></p>	<p>Actor Rajnikanth committed not to smoke in real and reel life<sup>70</sup></p>	Two judges of the Delhi High Court deliver split verdict. Matter referred to a single judge for final decision. <sup>71, 72</sup>	One third smoking among children due to tobacco imagery in movies. <sup>73</sup>	

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		actors' behavior to youth smoking. <sup>61, 62</sup> First meeting of steering committee. <sup>36</sup> Steering Committee recommends setting up monitoring mechanism at state and district level. <sup>63</sup>			Health Minister criticized as "overzealous" by actor Amitabh Bachchan and as "juvenile" by filmmaker Mahesh Bhatt. <sup>59, 68</sup>  Mr Khan again seen smoking in a T20 cricket match in Mumbai. <sup>69</sup>				
2009		MoHFW appealed before the Supreme Court of India against the Delhi High Court judgement. <sup>74</sup>  Anbumani Ramadoss resigns because his party withdrew support from the ruling coalition. <sup>75</sup>	Denial of the influence of television and cinema on children. <sup>76</sup>  MOIB ignores Supreme Court's stay and tells parliament that the matter is sub-judice. <sup>77, 78</sup>	Thirteen questions (F=8, N=3, A=2) including on monitoring content on television influencing children, court challenge to movie rules, guidelines for preventing smoking scene in film, regulating content on TV, misleading advertising, and ban on advertising of alcohol and tobacco.			Single judge in Delhi High Court strikes down movie rules and against COTPA and the Constitution. <sup>79</sup>  Supreme Court of India stayed the decision of the Delhi High Court. <sup>74</sup>		WHO 1 <sup>st</sup> report <i>Smoke-free movies : from evidence to action</i> . <sup>80</sup>
2010				Eleven questions (F=6, N=4, A=1) including on censorship of TV programs, surrogate ads in TV, role of CBFC, ban on smoking scene in films, monitoring TV content and advertisements of alcohol and tobacco.				Media has profound influence on child health, including tobacco use. <sup>81</sup>  Monthly cinema viewing increases likelihood of smoking among women and men. <sup>82</sup>	Global Adult Tobacco Survey Report reveals two-fold increase in tobacco use among women to 20.3%. <sup>83</sup>
2011	HRIDAY sends Sharukh Khan a letter along with nicotine patches and a factsheet on tobacco cessation. <sup>84</sup>  Salaam Bombay Foundation (SBF) organizes a workshop to sensitize CBFC officials on restricting tobacco imagery in movies. <sup>85</sup>	MOHFW Issues modified film rules to be implemented from 14 November 2011. Films with tobacco imagery to get 'U/A' certification, anti-tobacco disclaimer, anti-tobacco advertising and	Advises CBFC and its Regional Boards to maintain status quo, i.e. ignore MoHFW notification. <sup>89, 90</sup>  Holds discussion with MoHFW to revise the rules. <sup>89</sup>  Informs parliament that statutory warnings	Twenty one questions (F=7, N=10, A=4) including on complaints with TV regulatory authority, regulation of electronic media, code of conduct for media, surrogate and misleading ads of alcohol and tobacco and monitoring and	Representatives of film industry meet with MoIB, law ministry, and CBFC to express difficulties and challenges in implementing the new regulations. Ready to implement partially. <sup>89</sup>	Scriptwriter Rekha Nigam says: "Hands of Bollywood are bloodied...there are thousands ways of showing a character than showing smoking." <sup>86</sup>		Adolescents exposed to on-screen tobacco use more than twice likely to use tobacco. <sup>33</sup>	WHO 2 <sup>nd</sup> report <i>Smoke-free movies : from evidence to action</i> . <sup>93</sup>

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	NGOs including SBF urges film industry and CBFC to avoid depicting tobacco scenes in movies. <sup>86</sup>	scrolling health warning. <sup>87, 88</sup>	are already being put in films. Less and less films have smoking scenes now. TV serials also run anti-smoking scroll. <sup>91</sup>	regulation of media and TV content.		Singer Shaan, actress Vidya Balan and others participate in workshop organized by SBF. <sup>85</sup>  Shan films an anti-tobacco video song. <sup>92</sup>			
2012	Voluntary Health Association of India (VHAI) writes to MoIB for implementation of the movie rules. <sup>94</sup>  HRIDAY writes letter to MoIB requesting recall the promotional ads for film <i>Heroine</i> where lead actress smokes. <sup>95</sup>	MoHFW amends the film rules to take effect from 2 October 2012. No certification for tobacco imagery retain anti-tobacco disclaimer, anti-tobacco advertising change from scrolling to static health warning. <sup>96</sup>	Issues a guideline to CBFC as a compromise to be followed in the interim until an agreed upon regulation is notified. <sup>89</sup>  CBFC tells reporters that, "Films that encourage smoking or alcohol consumption would have to run a scroll or accept cuts to get a certificate allowing exhibition of the film." <sup>97</sup>	Twenty four questions (F=10, N=7, A=7) including on violation of broadcasting norms, negative impact of movies, compliance with movie rules, difference between MOHFW and MoIB, depiction of smoking and alcohol in films and TV. Content monitoring and regulation on TV and media and misleading advertising.	Madhur Bhandarkar, "Kareena is seen smoking in 50% of my film ( <i>Heroine</i> ) and if we were to put a disclaimer every time she smokes, it would be jarring for the audience." <sup>98</sup>  Karan Malhotra, director of film <i>Agneepath</i> says, "I just think that it is sad. That's all I can say. I think there are better ways of preventing people from turning into smokers." <sup>99</sup>  Actor Kabir Bedi says that the static message was violation of creative rights because it distracts the viewers and disrupts the story telling. <sup>99</sup>		Kerala High Court directs compliance with the movie rules in the state. <sup>100</sup>  Delhi High Court exempts film <i>Heroine</i> from displaying static health warnings during on screen smoking. <sup>89</sup>  Supreme Court of India makes the stay on film rules permanent. <sup>101</sup>	The instances of females consuming tobacco in movies increased showing tobacco companies using movies as a vehicle. <sup>102</sup>	
2013	Actress Gul Panag launches an anti-tobacco campaign – No more tobacco in the 21st Century – supported by PHFI and HRIDAY. <sup>103</sup>  NGOs file complaint against filmmakers for violation of film rules.	Releases a new set of two anti-smoking health spots <i>Child</i> and <i>Dhuan</i> to be shown in theaters together with any film with smoking. <sup>104</sup>  Places a national advertisement marking one year of implementation of	MoIB informs parliament that it was implementing the regulations for all films and tele-serials where smoking scenes are depicted. <sup>106</sup>	Twenty nine questions (F=13, N=11, A=5) including on Mudgal Committee Report, surrogate and misleading advertisement, depiction of smoking scene in film and TV, adverse effects of tobacco use, monitoring and regulation of TV and media	Kulmeet Makkar of Film and Television Producers Guild says anti-smoking messages should be pleasant and aesthetic, without affecting creativity. <sup>107</sup>  Filmmakers like Anurag Kashyap, Onir, Sudhir Mishra say that on-screen messages interfere with artistic	Filmmaker Sudhir Mishra says that filmmakers had no problem with antismoking infomercials before a film starts and at the intermission. <sup>108</sup>	Supreme Court directs compliance with all COTPA provisions, including movie rules. <sup>112</sup>  High Courts direct CBFC to comply with the guidelines	50% youth-rated movies contain tobacco Imagery. <sup>116</sup>  Top grossing youth-rated films deliver 1.91 billion tobacco impressions to Indian cinema audiences. <sup>116</sup>	Report of the committee of experts examines issues of certification under the Cinematograph Act 1952. As the matter was <i>sub-judice</i> before the Hon'ble Supreme

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		the film rules on 2 October 2013. <sup>105</sup>			integrity and creative freedom. <sup>108</sup>  Director Woody Allens decides not to release his movie <i>Blue Jasmine</i> in India due to the film rules. <sup>109</sup>  Malayalam movie <i>Idukki Gold</i> and <i>Matinee</i> having released movie posters and trailers with smoking scenes. <sup>110, 111</sup>		under Cinematograph Act while issuing certification. <sup>113, 114</sup>  Glamorization of smoking should be avoided especially by popular heroes in films. <sup>115</sup>		Court the Committee did not comment the movie rules. <sup>117, 118</sup>
2014	NGOs report violation of movie rules to state enforcement authorities (mostly in the department of health).	Constitutes committee to recommend amendments to COTPA. <sup>119</sup>	Forwards request from the Film and Television Producers Guild of India to MoHFW urging that film producers be given the prerogative to make standardized anti-tobacco audio disclaimer and that visual advertisement be shown only in the beginning of the film and not in the middle or during the exhibition of a film. <sup>120</sup>	Thirty one questions (F=15, N=15, A=1) including on adverse effects of tobacco use, regulation of advertisements of tobacco and alcohol, misleading ads, movie ratings, prosecutions under COTPA, content monitoring and regulation of TV and media.	Filmmakers write MoHFW stating that film producers be given the prerogative to make standardized audio visual/s providing anti-tobacco health warning. <sup>120</sup>  Actor Dhanush seen smoking in film <i>Velaiyilla Pattathari</i> . <sup>121</sup>	Malyalam filmmaker Alvin Antony says that onscreen smoking has a definite impact in developing smoking habits and it was his conscious decision to make a film without any smoking scenes. <sup>122</sup>  Director Sathyan Anthikad says: "It cannot be denied that cinema influences society." <sup>122</sup>	Madras High Court directs filmmakers that "Glamorization of drinking and smoking should be avoided especially by the popular heroes in films, as drinking is a social evil spoiling individuals." <sup>115</sup>  Bombay High Court refuses relief to Anurag Kashyap from depiction of static warning during on screen tobacco presentation in his film <i>Ughy</i> . <sup>123</sup>		
2015	NGO HRIDAY, PHFI, VHAI, SBF and health professionals write to MoHFW that interests of Bollywood are in direct	Proposed draft amendments to COTPA to strengthen provision including on		Twenty five questions (F=13, N=11, A=1) including on content regulation, deaths from tobacco, efforts on	Actor Dhanush was again seen smoking in the film <i>Maari</i> . <sup>125</sup>				

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	<p>conflict with public health. Write to Prime Minister opposing MoIB suggestion to remove the warning scroll.<sup>124</sup></p> <p>NGOs report violation of movie rules to state enforcement authorities (mostly in the department of health).<sup>121</sup></p> <p>Former Health Minister Anbumani Ramadoss requests Dhanush stop onscreen smoking.<sup>125</sup></p>	tobacco advertising in films and TV. <sup>126</sup>		tobacco control, corruption in CBFC, menace of bidi smoking, steps to curb tobacco use, misleading and surrogate ads.					
2016	<p>HRIDAY writes MoIB and MoHFW opposing posters for the feature film <i>Dishoom</i> showing popular actor John Abraham smoking a cigarette.<sup>127</sup></p> <p>HRIDAY submits representation in favour of film rules before the Shyam Benegal Committee.<sup>128</sup></p> <p>Former health minister Anbumani Ramadoss opposes the recommendations of the Shyam Benegal Committee.<sup>129</sup></p> <p>NGOs report violation of film rules to state enforcement authorities (mostly in the department of health).<sup>127</sup></p>		Constitutes Committee headed by filmmaker Shyam Benegal to lay down norms for film certification while protecting artistic and creative expression. <sup>130</sup>	<p>Twenty five questions (F=7, N=11, A=7) including on use of tobacco, deaths due to tobacco, content regulation and censorship of TV, Shyam Benegal committee report, youth addiction to smoking, adverse effects of tobacco use, ban on smoking scene on films and TV and violation of program code.</p>	<p>The Shyam Benegal committee recommends repealing the existing regulations and replacing them with a static visual at the beginning of the film.<sup>131</sup></p> <p>Actor John Abraham seen smoking in film <i>Dishoom</i>.<sup>127</sup></p>		Bombay High Court directs compliance with Section 5B of Cinematograph Act and the guidelines for CBFC, i.e. not glamourize smoking or tobacco use in movies. <sup>132</sup>	<p>Adolescents who go for films also wish to do the same either as a curiosity or imitation of their favorite stars.<sup>105</sup></p> <p>Report of Committee of Experts chaired by Shyam Benegal.<sup>131, 133</sup></p>	<p>Third WHO report on <i>Smoke-free movies: from evidence to action</i>.<sup>105</sup></p>
2017	<p>Health professionals complain against tobacco use in online streaming services.<sup>134</sup></p> <p>NGOs complain against violation of the film rules to state enforcement</p>	<p>COTPA draft amendment withdrawn.<sup>136</sup></p> <p>Working closely with MoIB as well as with Film and Television Industry to ensure</p>	<p>Suggests filmmakers make their own anti-smoking ads.<sup>139</sup></p> <p>Told Parliament that the Internet and Mobile Association of India (IAMAI) was creating voluntary</p>	<p>Twenty one questions (F=15, N=3, A=3) including on content on TV, misleading advertising, high tobacco use, ban on smoking scene on national TV, Shyam Benegal Committee</p>	<p>Film industry calls itself vulnerable and demands removal of the static message during tobacco scenes.<sup>141</sup></p> <p>Filmmakers Pahlaj Nihalani and Ashoke Pandit express the</p>	CBFC chairperson Pahlaj Nihalani said, "We feel the superstars who are followed by millions and who set an example in societal behaviour must not be shown	Madras High Court direct strict compliance with the provision of Cinematograph Act and the		WHO Supported evaluation report on implementation of the film rules released at the National Consultation

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	authorities (mostly in the department of health). <sup>135</sup>	compliance with the regulations. <sup>137</sup>  Objects to blatant violations of the film rules by the online streaming companies. Asked the Telecom Regulatory Authority of India to prevent the same. <sup>138</sup>	regulatory mechanism applicable to its members. <sup>140</sup>	Report, film rule under COTPA, program code violations and indirect advertising of smokeless tobacco.	opinion that Bollywood and art cannot be wholly blamed for encouraging the youth to smoke. <sup>141</sup>  Online media streaming services like Netflix, Amazon Prime, Hotstar, Jio, Voot, and Hungama have high rates of tobacco imagery in their films and programs. <sup>138</sup>  Actress Aditi Balan seen smoking in film 'Aruvi'. <sup>135</sup>	drinking or smoking on screen unless the provocation for doing so is really strong." <sup>142</sup>  Indian Broadcasting Foundation issues an advisory to all its member channels to ensure complete compliance and adherence to various provisions of COTPA. <sup>143</sup>	rules therein. <sup>144</sup>		on tobacco-free films and television policy in Mumbai. <sup>145</sup>
2018		Karnataka state tobacco control cell takes note of film rule violation by Telugu language film <i>iSmart Shankar</i> . It organizes further sensitization programs for film producers, distributors and Chamber members to reduce rule violations. <sup>146</sup>	CBFC CEO, speaking at a training workshop, shares that there is no formal process for judging claims of "editorial justification" for tobacco imagery. <sup>147</sup>  Shyam Benegal Committee recommendations will be implemented after further consultations. <sup>148, 149</sup>	Twenty two questions (F=14, N=6, A=2) including on misleading advertising, guidelines for advertising in TV and cinema halls, advertising code, monitoring of TV content and ill effects of tobacco use.	CBFC CEO supports Shyam Benegal Committee recommendations. <sup>147</sup>	CBFC CEO acknowledges the impact of tobacco imagery on tobacco use initiation among adolescents. <sup>147</sup>			HRIDAY report on assessment of compliance with rules suggests decline in number of movies with tobacco presentation. <sup>150</sup>
2019	NGOs complain to state enforcement authorities (mostly in the department of health) against violation of the film rules. <sup>151</sup>		Tells parliament that anti-tobacco advertisements are mandatory and that all films and television programs with tobacco imagery must adhere to the regulations. <sup>152</sup>	Ten questions (F=1, N=7, A=2) including on deaths due to tobacco use, surrogate advertising, monitoring TV channels, code for streaming platforms and Shyam Benegal committee report.	Actor Vijay seen smoking in film <i>Sarkar</i> . <sup>153</sup>	Actor Vijay and his team apologize upon complaint and had the posters removed and replaced with posters without tobacco imagery. <sup>153</sup>		Tobacco content common in films classified as suitable for viewing by children, more among regional than national languages. <sup>154</sup>	

Abbreviations: 1. A-Adult certification; 2. CBFC-Central Board of Film Certification; 3. CEO-Chief Executive Officer; 4. COTPA-Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003; 5. CPAA-Cancer Patients Aid Association; 6. FCTC-WHO Framework Convention on Tobacco Control; 7. HRIDAY-Health Related Information Dissemination Amongst Youth; 8. IAMAI-Internet and Mobile Association of India; 9. MoHFW-Ministry of Health and Family Welfare; 10. MoIB-Ministry of Information and Broadcast; 11. NGO-Non-Government Organization; 12. NOTE-National Organization for Tobacco Eradication; 13. PHFI-Public Health Foundation of India; 14 SBF-Salaam Bombay Foundation; 15. TV-Television; 16. U/A-Universal/Adult rating (parental guidance < 12); 17. UCSF-University of California San Francisco; 18. VHAI-Voluntary Health Association of India; 19. WHO-World Health Organization;





<b>Table S2: Evolution of the movie and TV tobacco depiction rules</b>							
<b>Legislation/Year</b>	<b>Movie Rules under COTPA – 2005a</b>	<b>Movie Rules under COTPA – 2005b</b>	<b>MoIB and MoHFW compromise - 2006</b>	<b>Movie Rules under COTPA - 2006</b>	<b>Movie Rules under COTPA - 2011</b>	<b>MoIB circular for status quo - 2012</b>	<b>Movie Rules under COTPA - 2012</b>
Date of Notification	31-May-05	30-Nov-05	31-May-06	20-Oct-06	27-Oct-11	2-Aug-12	21-Sep-12
Date of enforcement	1-Aug-05	1-Jan-06		Up to the Central Government	14-Nov-11	2-Aug-12	2-Oct-12
<b>Exceptions to ban on tobacco imagery in film (F) and television (TV)</b>							
Necessary from artistic point of view with strong editorial justification			FTV	FTV	FTV	FTV	FTV
Old	FTV	FTV		FTV	FTV	FTV	FTV
Foreign		FTV		FTV	FTV	FTV	FTV
Actual historical figure who actually smoked or era		FTV					
Shows dangers of tobacco use		FTV		FTV			
Live coverage on TV		TV		TV			
Rating			FTV-A for new and foreign	FTV-A for new and foreign	FTV-U/A for new and foreign		FTV-No new and foreign film to be certified by CBFC unless it complies with COTPA
No brand or product placement or close ups		FTV		FTV	FTV		FTV
<b>Requirements for Anti-tobacco Disclaimer</b>							
Placement			FTV new and foreign	FTV new and foreign	FTV new and foreign	FTV new and foreign	FTV new and foreign
Content			Ill effects of tobacco use by actor	Ill effects of tobacco use by actor	Ill effects of tobacco use by actor	Ill effects of tobacco use by actor	Ill effects of tobacco use by actor
Duration					Minimum 20 seconds	20 seconds	Minimum 20 seconds
Timing				Beginning, middle and end	Beginning, middle and end	Beginning and middle	Beginning and middle
Responsibility of production and display				Filmmaker and broadcaster	Filmmaker and broadcaster	Filmmaker and broadcaster	MoHFW
<b>Requirements for anti-tobacco health spots (advertisement)</b>							
Placement		FTV old and foreign		FTV old and foreign	FTV all		FTV all
Minimum duration		30 seconds		30 seconds	30 seconds		30 seconds

Table S2: Evolution of the movie and TV tobacco depiction rules							
Legislation/Year	Movie Rules under COTPA – 2005a	Movie Rules under COTPA – 2005b	MoIB and MoHFW compromise - 2006	Movie Rules under COTPA - 2006	Movie Rules under COTPA - 2011	MoIB circular for status quo - 2012	Movie Rules under COTPA - 2012
Time of display		Beginning, middle and end of the film. For TV one spot of 30 seconds or two spots of 15 seconds for first 30 minutes. An additional one 30 second spot or two 15 second spots for each incremental 30 minutes		Beginning, middle and end of the film. For TV on spot of 30 seconds or two spots of 15 seconds for first 30 minutes and additional one 30 seconds or two 15 seconds spots for each incremental 30 minutes	Beginning and middle of film or TV program		Beginning and middle of the film or TV program
Language					Same language or as of dubbing or sub-title		Same language or as of dubbing or sub-title. Not specified for old films
Responsibility of production and display		Filmmaker to include in master print. For old films owner/manager of cinema hall or theatre. Broadcaster for TV		Filmmaker to include in master print. For old films owner/manager of cinema hall or theatre. Broadcaster for TV	Filmmaker for new films. Owner/manager of cinema hall or theatre for old films and broadcasters for TV		MoHFW to provide to CBFC
Approved by				MoHFW	MoHFW	MoHFW	MoHFW
Health Warning Requirements							
Placement	FTV old	TV old	FTV new and foreign	Old TV new film and TV	FTV old and new	FTV new	Old TV and New FTV
Type	Scroll	Scroll		Scroll	Scroll	Static	Static
Placement	Bottom of the screen	Bottom of the screen		Bottom of the screen for old TV. On the Screen for new film and TV	Bottom of the screen		Bottom of the screen
Timing		During the period of such display	One minute before and till one minute after the tobacco scene	During the period of such display for old TV. One minute before and till one minute after the tobacco	During the period of such display	During the period of such display	During the period of such display

Table S2: Evolution of the movie and TV tobacco depiction rules							
Legislation/Year	Movie Rules under COTPA – 2005a	Movie Rules under COTPA – 2005b	MoIB and MoHFW compromise – 2006	Movie Rules under COTPA – 2006	Movie Rules under COTPA – 2011	MoIB circular for status quo – 2012	Movie Rules under COTPA – 2012
				scene for new film and TV			
Text	"Smoking causes cancer" or "smoking kills" for smoking form and "tobacco causes cancer" or "tobacco kills" for smokeless form	Same text		Same text for old TV. Not specified for new film and TV	Same text		Same text
Colour	Black font on white background legible and readable	Same as first notified		Same as first notified for old TV. Not specified for new film and TV	Same as first notified		Not specified for old TV. Same as first notified for new film and TV
Language	Same language as used in film or the TV program	Same language or as of dubbing or sub-title		Same language or as of dubbing or sub-title for old TV. Not specified for new film and TV	Same language or as of dubbing or sub-title		Same language or as of dubbing or sub-title
Other requirements							
Timing of telecast				When least viewership <18 years for TV	When least viewership <18 years		
Print outdoor and electronic media	Crop or mask brand names and logos of tobacco products to ensure that they are not visible	Crop or mask brand names and logos of tobacco products except in case of live or deferred live telecast of event held in other countries		Crop or mask brand names and logos of tobacco products except in case of live or deferred live telecast of event held in other countries	Crop or mask brand names and logos of tobacco products except in case of live or deferred live telecast of event held in other countries		Crop or mask brand names and logos of tobacco products except in case of live or deferred live telecast of event held in other countries

Table S2: Evolution of the movie and TV tobacco depiction rules							
Legislation/Year	Movie Rules under COTPA – 2005a	Movie Rules under COTPA – 2005b	MoIB and MoHFW compromise - 2006	Movie Rules under COTPA - 2006	Movie Rules under COTPA - 2011	MoIB circular for status quo - 2012	Movie Rules under COTPA - 2012
Promotional Material and posters					No depiction of tobacco products or their use		No depiction of tobacco products or their use
Violation							License of cinema hall or theatre or broadcaster may be cancelled or suspended
Number	G.S.R.345(E).	G.S.R. 698(E)		G.S.R. 656(E)	G.S.R. 786(E).		G.S.R. 708(E).
Issued By	Bhavani Thayagarajan, Joint Secretary, MoHFW	Bhavani Thayagarajan, Joint Secretary, MoHFW		Bhavani Thayagarajan, Joint Secretary, MoHFW	Keshav Desiraju, Additional Secretary, MoHFW	Director Films, MoIB	Shakuntala D Gamlin, Joint Secretary, MoHFW
Primary purpose	Rule-6 and 7 introduce the movies rules	Amendment of the Rules	Constitution of Committee to screen film and TV programs to filter out tobacco.	Amendment of the Rules	Amendment of the Rules	Interim direction on compliance with COTPA rules to CBFC	Amendment of the Rules

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